

SPECIAL DISPLAY OF NEW EMBROIDERIES MONDAY--BARGAIN BOOTH

Spirits of Spring radiate their charming freshness of the coming new season from this display of novelty and staple embroideries. An assortment amply supplied with choice selections to suit the most refined taste—including BEADINGS, EDGINGS, INSERTIONS, ALLOVERS, FLOUNCINGS, EYELET CONVENT, CORSET COVER EMB AND MAD-ERIA EMB, ranging in width from 1/2 to 15 inches. Materials of fine Swiss, Nainsook, Batiste, Organdy and Cambric.

All Prices From 5c to \$3.00 Per Yard



Easter Is Now Our Forethought--It Should Be Yours

—THE RUSH FOR EASTER GARMENTS WILL BE ON MONDAY. WE ARE READY. Ready in the fullest meaning of the term is this foremost garment department with almost unlimited selection range of bright new spring merchandise. In the matchless assemblage of Easter wearables arranged for the choosing of particular women the cleverest ideas of foremost designers are shown. Women who will choose the Easter suit, coat, dress or hat Monday, cannot do better than to do so here. The largest stock, the most authentic styles and the best values are here, at prices that come within the expected range of every one.

Wooltex spring fashions lead for American women. Their beauty of design and correctness of style are combined with materials and tailoring of such superior character that you will wonder how they can be sold at such moderate prices. The WOOLTEX spring style book for Spring is ready. If you haven't received yours yet—ask for copy in our Ready-to-Wear department. THEY'RE FREE FOR THE ASKING.

It's Time Now to Think of
Your Easter Suit
BUT FIRST SEE OUR
SUPERB SHOWING AT
ONLY

\$25

Of course as in previous seasons, our comprehensive spring displays embrace suits at any prices you wish to pay, from \$15 up to \$75—but we specialize distinctively in styled "shape-retaining" and perfect fitting suits at \$25—the price so many women prefer to pay for their Easter suit. We take particular pride, and with just cause, in showing these beautiful garments. They are faithful copies of high priced models and made by the best tailors insuring workmanship that is enduring to the very last day of their wear.

The newest spring materials, the most beautiful colorings, the latest style skirts, the noblest new coats and the most fashionable trimming ideas are included in this wonderful collection of new spring suits, we are specializing on at

Colors Include
Black & White
Belgium Blue
Sand
Oyster Grey
Navy
Wisteria
Plum
Putty

Materials Are
Silk Poplin
Silk Failles
Gaberlines
Eng. Tweeds
Wool Poplins
Shepherd Checks
French Serges
Coverts

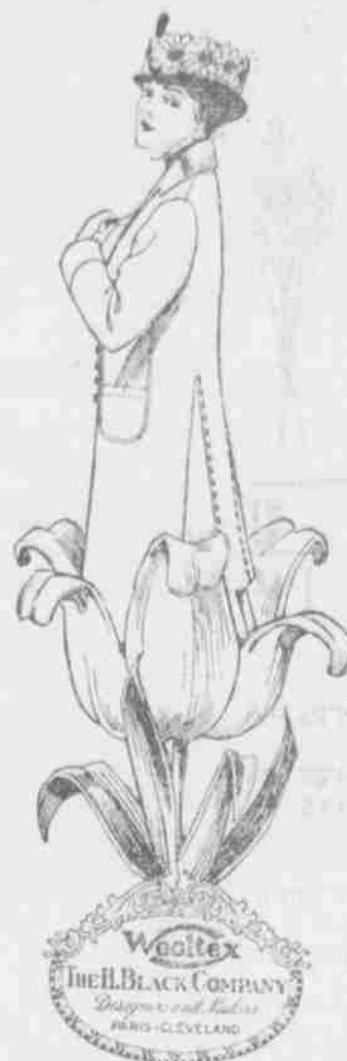
Helps Dodge Mercantile Co.

The Store That Sells Wooltex

IMPORTED AND HAND-MADE CENTRE PIECES AND LUNCH CLOTHS

—The woman who admires beautiful table coverings will be interested in this new showing, Round Center pieces and Lunch cloths of Maderia and Cluny in sizes 18, 27, 36, 45 and 54 inches (designs are tasteful and varied).

Ranging in Price From \$3.00 to \$30.00



The Best Spring Hat
\$5.00 Can Buy

—Madame, you who want unusual value in a smart spring hat at Five Dollars, come and inspect our new models at this price. We have always led with superbly styled millinery at this price, but this season we have overstepped the highmark of value giving at \$5—every hat is charming to the last degree and pretty enough to suit the most individual taste.

New Shepherdess Shapes

—The new Shepherdess untrimmed Sailors in black and colors sand, army blue, Belgium blue and Copenhagen, special values at

Special Selling
Tipperary Turbans at \$2.95
VALUES UP TO \$4.50

—This special lot includes a good variety of jaunty styles and in all the season's best trimming treatments and colors. Reductions like this are rarely quoted until the end of the season and should be taken advantage of, when the spring season is but fairly under way.

Children's Easter Hats \$3.95 up to \$12.50

Women's Spring Coats at
\$7.50 up to \$50.00

—In the very latest models, including Empire and loose effects, with or without belts. We would suggest "Buy your Easter Coat Now." Assortments are at their best now. We have styles to suit all personalities and tastes, from the simple tailor-made to the elaborate dressy novelty. Every approved fabric and color is represented and prices are attractively moderate.

Auto Coats

—We have on display some decidedly new and interesting features in Auto Coats of English Tweeds and Corduroys in fancy plaids, checks and plain colors.

Street Dresses at \$15.00

—A demonstration which will prove that this very moderate price will go further in buying a stylish street dress for spring at "The Big Store" than elsewhere.

These garments have more style—more service—more everything that makes for value than you ordinarily find at this price. Materials include pretty Foulards, Silk Poplins, Crepe de Chine Silks, Taffetas and combination of Satin and Fancy Chiffons, in black, white and colors rose, navy, cardinal, Belgium blue, Copenhagen, putty and sand. Remarkable values at \$15; others at from \$6.75 up to \$50.

Skirts of Quality at \$4.50 and \$5

—At \$4.50 and \$5, you may indulge your desire for a smart skirt without feeling that you are the least extravagant—We show a special line of serge skirts in black and colors Putty, Sand, Grey, Navy and Copenhagen (good range of sizes.)

OUR URGENT ADVICE Is That Your Shoes FOR EASTER BE SELECTED EARLY



inasmuch as this will enable us to serve you to better advantage in every respect—The critically correct styles are here in a wide assortment—all delineating in a smart manner newest ideas for spring—We especially direct your attention to these eight new styles.

—BLACK Ooze Kid with nickel head trimming, a bar pump, Motha twin sole and Louise Cuban heel very trim and dainty, the pair \$6.
—FRENCH KID BRONZE in three new styles the Motha, Colonial with buckle vamp and the Genesta. Can be worn with any costume. Priced the pair at \$4.50 and \$6.
—WHITE KID GENESTA with head open work vamp and French heel, the pair \$5.50.
—THE KEWPIE PUMPS white inlaid kid patent leather, French heel the pair \$4.50.
—TIPPERARY PUMPS dull kid vamps priced the pair \$4.00.
—WHITE BUCK BOOTS choice of either lace or button, good year soles, specially priced, the pair \$5.
—WHITE SUEDE BOOTS open lace fronts, turn sole, and French heels the pair \$5.00.
—WHITE SUEDE AND BUCK PUMPS also the new Fox Trot Ties of canvas and nabucks ranging in price from \$2.00 up to \$4.

Something New CONGOLEUM RUGS AND FLOOR COVERINGS

(EXTREMELY DURABLE AND LOW PRICED)

CONGOLEUM Rugs and Floor coverings are much lower in cost than printed linoleum, grass, fibre or fabric rugs. You can easily prove this by comparing prices, and when you take into consideration that CONGOLEUM lasts longer you can easily see how economical they are. CONGOLEUM rugs will add a touch of life and color to any room in which they are used. Here is the latest development in the rug industry. Particularly desirable for use in dining room, kitchen, hallways, vestibules, stairway landings, bath room, bedroom, summer houses, offices, in fact everywhere CONGOLEUM rugs or floor coverings are ideal—On the porch they are most desirable because they are unaffected by rain or mud which may be trodden upon them. They are made in beautiful patterns in handsome colorings to harmonize with the furnishings of almost any room—WE ARE particularly anxious that you know about these and suggest that you ask to see them the next time you go shopping.

—The cost of Congoleum rugs and Floor coverings is so low that you will be surprised. But we are able to make these low prices because they are made by new methods and machinery.

Congoleum rugs 3x6 ft. \$1.75.
Congoleum rugs 6x9 ft. \$5.00.
Congoleum the square yard 65c.
(Cushion 6 feet wide)

New Line of Bath Mats

—Beautiful line of new patterns in pink, rose, blue, grey and green—(washable and washable.)

Size 24x48 inches \$2.25 and \$3.
Size 30x60 inches \$3.75 and \$4.50
Size 36x72 inches \$3.75

Crepe de Chine Blouses \$2.85

—Inexpensive Easter Blouses?? lovely new creations to fill one of the most important needs of every Easter Toilet—Made of good quality Crepe de Chine in white and pink (convertable collars which can be made high or low neck as desired)

Men's and Young Men's EASTER CLOTHES

Made to the P. D. M. Co. high
standard--and there can be
a higher standard set

—The goodness of a watch depends on the works. A solid gold case can't make an inferior movement keep correct time. So in men's clothes. The goodness of a suit depends largely on the inside workmanship—between the woven and the lining—the part which you can't see. The finest fabric ever woven from pure wool can't make a style-retaining, serviceable garment unless the inside, hidden, workmanship is correctly done. We know that the inside workmanship in our men's and young men's clothes is as thoroughly tailored as the outside. The clothes we sell bear names that are guarantees of strength and integrity in clothes making. Such names as "Hart Schaffner and Marx" "Hirsh Wickwire" mean to clothes what a high class man's name means to him—he'll protect it. Our stock of spring fabrics and models is now complete.

GLEN URQUHART

Plaids for Spring

—That's the pattern that has the call now—they are so rich and effective that they appeal to you immediately on sight.

It is said by those who know, that Hart Schaffner & Marx offer a greater variety of weaves, colors, patterns, than any two of three other makes put together.

We don't show all of them, of course; no retail store could; but we show the pick of them; and you have your choice here from the best array of fine clothes ever shown, foreign or domestic.

HART SCHAFFNER & MARX CLOTHES

—At Twenty-Five Dollars (or at any other price from \$13.50 upward to \$32.50 as far as that's concerned) this store is giving the most remarkable clothes ever offered. This is a positive fact. It makes no difference what one else tells you, or what any other store of force; we know, and every other clothing merchant or clothing salesman knows, that a HART SCHAFFNER & MARX suit at \$25 is a better value than any other store anywhere can possibly give. The fabrics, the trimmings and the tailoring are so far ahead of any other \$25 suit that there really is no comparison.

NEW SPRING PLAIDS, CHECKS AND STRIPES

COMPLETE PRICE RANGE
\$13.50 up to \$32.50

GLOBE-WERNICKE New Model Fumed Oak BOOK CASES

—Next to importance to an intelligent selection of books is their proper housing. Books should be chosen like friends; and like friends they should be cherished—Therefore it becomes the booklover to pay fitting tribute to his favorite authors by housing them in quarters worthy of their rank and dignity—as inviting, indeed, that they will be frequently consulted, and never know the loneliness of neglect. It costs so little to add a section—hardly more than the price we ordinarily pay for a book—that just as soon as twenty or more volumes are accumulated, another unit is easily added to the original purchase, resulting in a new and pleasing combination.

—The unit idea Globe Sectional Bookcases contributes much to the attractive properties in furnishing a room because they easily conform to its shape, size, finish and arrangement of doors and windows.

New Model Special.

Per Section \$3.00.

Base and Top Sections ea. \$2.00.

Regular Style

Per Section \$3.50, \$4. and \$4.50.

General Line Of Filing Sections and Card Index Sections

EASTER JEWELRY Bought Here

possesses that unmistakable charm of Sterling Quality which endears it to discriminating people. Every new idea of fashion finds fullest expression in our stock, and yet our prices are decidedly reasonable—Our courteous salesmen will take much interest in showing you the latest arrivals. We offer a few suggestions for Easter.

—Diamond La Vallieres \$12 and up
—Diamond hand engraved gold filled and solid gold \$3. up to \$65.
—Cameo Brooches and lace Pins \$5 up
—Ladies' Watches solid gold and gold filled, prices range from \$10. up to \$75.
—Newest designs in Locketts and Chains \$5. up
—Diamond Rings \$20 and up
—A Complete Selection of Cuff Buttons and Stick Pins \$1.00 and up

EASTER NOVELTIES

—Easter will be here before you realize it. Place Cards, Post Cards, Booklets and novelties of all kinds are being shown in our Drug Department at 5c up to 75c each—Pass Easter Egg Dyes in 8 different colors, the package 5c.

Kayser Silk Gloves for Easter

—The careful dressing woman of today is as particular about her gloves as of any detail of her entire costume. Our Glove counter offer such women a selection of all the finer qualities of gloves in a complete assortment of shades and sizes. "Kayser" Silk gloves wear better, fit better and hold their shape better than any other glove made, yet they cost no more than the ordinary kind.